

Peter K. Huston (CA Bar No. 150058)
United States Department of Justice, Antitrust Division
450 Golden Gate Avenue
San Francisco, CA 94102
Telephone: (415) 436-6660
Facsimile: (415) 436-6687
E-mail: peter.huston@usdoj.gov

Michael D. Bonanno (DC Bar No. 998208)
United States Department of Justice, Antitrust Division
450 Fifth Street, NW, Suite 7100
Washington, DC 20530
Telephone: (202) 532-4791
Facsimile: (202) 616-8544
E-mail: michael.bonanno@usdoj.gov

Attorneys for Plaintiff United States of America

UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

UNITED STATES OF AMERICA,

Plaintiff,

v.

BAZAARVOICE, INC.

Defendant.

Case No. 13-cv-00133 WHO

**STIPULATION AND
ORDER**

Judge: Hon. William H. Orrick
Hearing Date: April 25, 2014
Time: 9 a.m.

STIPULATION AND ORDER

It is hereby stipulated and agreed by and between the undersigned parties, subject to approval and entry by the Court, that:

1. The parties stipulate that a Final Judgment in the form attached hereto as Exhibit A may be filed with and entered by the Court, upon the motion of any party or upon the Court's own motion, at any time after compliance with the requirements of the Antitrust Procedures and Penalties Act (15 U.S.C. § 16), and without further notice to any party or other proceedings, provided that the United States has not withdrawn its consent, which it may do at any time before the entry of the proposed Final Judgment

1 by serving notice thereof on Defendant and by filing that notice with the Court.

2 Defendant agrees to arrange, at its expense, publication as quickly as possible of the

3 newspaper notice required by the APPA, which shall be drafted by the United States

4 in its sole discretion. The publication shall be arranged no later than three (3)

5 business days after Defendants' receipt from the United States of the text of the notice

6 and the identity of the newspaper within which the publication shall be made.

7 Defendants shall promptly send to the United States (1) confirmation that publication

8 of the newspaper notice has been arranged, and (2) the certification of the publication

9 prepared by the newspaper within which the notice was published. The United States

10 has submitted a short memorandum summarizing the procedures regarding the

11 Court's entry of the proposed Final Judgment, which is attached as Exhibit B. This

12 Judgment would settle this case pursuant to the Antitrust Procedures and Penalties

13 Act, 15 U.S.C. § 16(b)-(h) (the "APPA"), which applies to civil antitrust cases

14 brought and settled by the United States.

15 2. Defendant shall abide by and comply with the provisions of the Second Amended

16 Proposed Final Judgment, pending the Judgment's entry by the Court, or until

17 expiration of time for all appeals of any Court ruling declining entry of the Second

18 Amended Proposed Final Judgment, and shall, from the date of the signing of this

19 Stipulation by the parties, comply with all the terms and provisions of the Second

20 Amended Proposed Final Judgment. The United States shall have the full rights and

21 enforcement powers in the proposed Final Judgment, as though the same were in full

22 force and effect as the Final order of the Court.

23 3. Notwithstanding any prior Orders of the Court, Defendant may divest the Divestiture

24 Assets to Acquirer in a manner consistent with the terms of the Second Amended

25 Proposed Final Judgment, after the Court has signed this Stipulation and Order.

26 4. This Stipulation and Order shall apply with equal force and effect to any amended

27 proposed Final Judgment agreed upon in writing by the parties and submitted to the

28 Court.

- 1 5. In the event (1) the United States has withdrawn its consent, or (2) the proposed Final
2 Judgment is not entered pursuant to this Stipulation and Order, the time has expired
3 for all appeals of any Court ruling declining entry of the proposed Final Judgment,
4 and the Court has not otherwise ordered continued compliance with the terms and
5 provisions of the proposed Final Judgment, then the parties are released from all
6 further obligations under this Stipulation, and the making of this Stipulation shall be
7 without prejudice to any party in this or any other proceeding.
- 8 6. Defendant represents that the divestiture ordered in the Second Amended Proposed
9 Final Judgment can and will be made, and that Defendant will later raise no claim of
10 mistake, hardship or difficulty of compliance as grounds for asking the Court to
11 modify any of the provisions contained therein.
- 12 7. Defendant shall not appeal the Court's finding of liability in this matter to this or any
13 other court.
- 14 8. Defendant shall pay the United States its costs for this litigation, in the amount of
15 \$222,073.36.
- 16 9. From April 17, 2014, until the date of the sale of the Divestiture Assets pursuant to
17 the proposed Final Judgment, Defendant is prohibited from: (1) transferring any
18 customer currently using the PowerReviews enterprise ratings and reviews platform
19 to a Bazaarvoice ratings and reviews platform (except for those customers who have
20 previously signed an agreement to transfer and have begun the process of
21 transferring); and (2) signing any agreement or reaching any understanding with any
22 customer currently using the PowerReviews enterprise ratings and reviews platform
23 pursuant to which Bazaarvoice would use a Bazaarvoice ratings and reviews platform
24 to provide services to that customer.
- 25 10. Defendant shall establish an incentive program designed to encourage current
26 customers of the PowerReviews enterprise ratings and reviews platform to continue
27 using the PowerReviews enterprise ratings and reviews platform. The incentive
28 program must be reasonably calculated to maintain the PowerReviews customer base

1 to be sold as part of the Divestiture Assets, as determined by the United States in its
2 sole discretion.

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5 Dated: April 24, 2014

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7 Respectfully submitted,

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9 FOR PLAINTIFF
UNITED STATES OF AMERICA

FOR DEFENDANT
BAZAARVOICE, INC.


10 /s/ Michael D. Bonanno
11 United States Department of Justice
12 Antitrust Division
13 450 Fifth Street, NW, Suite 7100
Washington, DC 20530
14 Telephone: (202) 532-4791
Facsimile: (202) 616-8544
15 E-mail: michael.bonanno@usdoj.gov
Attorneys for Plaintiff United States of
America

/s/ Boris Feldman
WILSON SONSINI GOODRICH & ROSATI
Professional Corporation
650 Page Mill Road
Palo Alto, CA 94304-1050
Telephone: (650) 493-9300
Facsimile: (650) 565-5100
Email: boris.feldman@wsgr.com
Attorneys for Defendant Bazaarvoice, Inc.

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20 **ORDER**

21
22 **IT IS SO ORDERED.**

23 Dated: April 25, 2014

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25 HON. WILLIAM H. ORRICK
United States District Judge